

IN THE CLAIMS:

Please amend the claims as follows:

Claim 1 (Original): An organic electroluminescent display comprising:

an organic electroluminescent device having a light emitting layer made of an organic material and at least two electrodes sandwiching the light emitting layer;

a front reflecting portion arranged on a side of a viewer with respect to the light emitting layer; and

a rear reflecting portion arranged on a side opposite to the viewer with respect to the light emitting layer,

wherein the optical film thickness of the light emitting layer, intensity reflectance R_1 at the front reflecting portion and intensity reflectance R_2 at the rear reflecting portion are configured so that an intensity reflectance of the external light viewed from the viewer is set to be 10% or less by an optical interference effect.

Claim 2 (Original): . The organic electroluminescent display as claimed in claim 1, wherein the intensity reflectance R_1 and the intensity reflectance R_2 are configured to be $R_1 \leq R_2$.

Claim 3 (Original): The organic electroluminescent display as claimed in claim 1, wherein the intensity reflectance R_1 and the intensity reflectance R_2 are configured to satisfy the following Equation (1).

$$\left(\frac{\sqrt{R_1} - \sqrt{R_2}}{1 - \sqrt{R_1 R_2}} \right)^2 \leq 0.1 \quad \text{Equation (1)}$$

Claim 4 (Original): The organic electroluminescent display as claimed in claim 1, wherein the intensity reflectance R_1 and the intensity reflectance R_2 are configured to be approximately equal.

Claim 5 (Original): The organic electroluminescent display as claimed in claim 1, wherein the intensity reflectance R_2 is configured to be in a range of from 5% to 50%.

Claim 6 (Original): The organic electroluminescent display as claimed in claim 1, wherein the front reflecting portion comprises a substrate and at least one transparent or semi-transparent film.

Claim 7 (Original): The organic electroluminescent display as claimed in claim 6, wherein the film comprises either one of the two electrodes.

Claim 8 (Original): The organic electroluminescent display as claimed in claim 1, wherein the organic electroluminescent device further comprises a substrate, and wherein the front reflecting portion comprises an interface between either one of the electrodes and the substrate of the organic electroluminescent device.

Claim 9 (Original): The organic electroluminescent display as claimed in claim 1, wherein the organic electroluminescent device further comprises a transparent film, and

wherein the front reflecting portion comprises an interface between either one of the electrodes and the transparent film of the organic electroluminescent device.

Claim 10 (Currently Amended): The organic electroluminescent display as claimed in claim 1, wherein the front reflecting portion comprises air and a transparent or ~~[[of]]~~ semi-transparent film.

Claim 11 (Original): The organic electroluminescent display as claimed in claim 1, wherein the rear reflecting portion comprises either one of the electrodes.

Claim 12 (Currently Amended): The organic electroluminescent display as claimed in claim 1, wherein the rear reflecting portion comprises a plurality of reflective, transparent or ~~[[of]]~~ semi-transparent films.

Claim 13 (Original): The organic electroluminescent display as claimed in claim 12, wherein at least one of the films comprises either one of the electrodes.

Claim 14 (Original): An organic electroluminescent display equipped with an organic electroluminescent device having a laminated optical structure with low reflectance and transmittance,

wherein the organic electroluminescent device comprises: a substrate; a first semi-transparent film; a second semi-transparent film; and a reflective film, and

wherein the first semi-transparent film, the second semi-transparent film and the reflective film are laminated on the substrate in this order or an order opposite thereto.

Claim 15 (Original): The organic electroluminescent display as claimed in claim 14, wherein the first semi-transparent film and the reflective film comprises an electrode, respectively, and

wherein the second semi-transparent film comprises a light emitting layer made of an organic material.

Claim 16 (Canceled).